
MARKET FACTS!

MARKET FACT #84

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Reddit communities went dark on June 2023 in protest of Reddit's API pricing changes.

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COMMENT: What the digital marketing community has been facing is no joke. Not only is getting harder and harder to market your business online because of the War for Attention, but the platforms are getting worse. Although many subreddits have reopened, **a little over 2,290 Subreddits remained dark since June 29, 2023.** That's not a small number. As a result many subreddits got worse in quality, with comments addressing things that shouldn't even be present on the subreddit, pushing away both brands and visitors. Furthermore, [alternative apps like Apollo that use Reddit API shut down on June 30](#), making the actual audience of Reddit...smaller now.

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